PLAINTIFF
U.S. District Court - NDCAL
4:20-cv-05640-YGR-TSH
*Epic Games, Inc. v. Apple Inc.*
Ex. No. PX-2217
Date Entered ______________
By ______________

# App Store Year-End Review

CY 2013

CONFIDENTIAL - INTERNAL USE ONLY

# Agenda

- Business Review
- Business Initiatives
- Editorial Update
- Marketing Update
- Product Update

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- Business Review
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App Store Catalog
Downloads
Billings
Customers
Top Developers & Top Apps
Mac App Store
Newsstand

# App Store Catalog



PX-2217.5

# 1.1M

Apps Available at End of CY 2013



Jan 1: 1,054,204

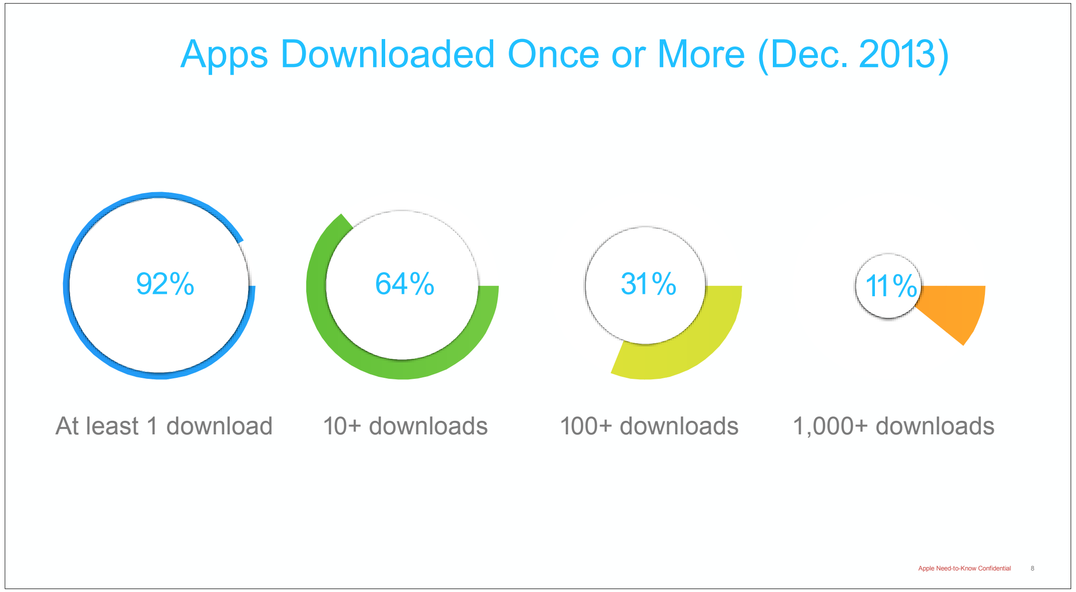
# 1.1M

Apps Available at End of CY 2013

| +58% | +41% | +42% |
| --- | --- | --- |
| % Y/Y for CY 2011 | % Y/Y for CY 2012 | % Y/Y for CY 2013 |



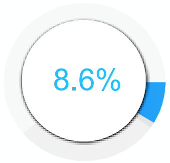
Take-Away: Year-over-year growth rate of catalog is declining, but this can be attributed to the incredibly high number of apps already in the catalog at this point. The average number of new apps coming in is still increasing.



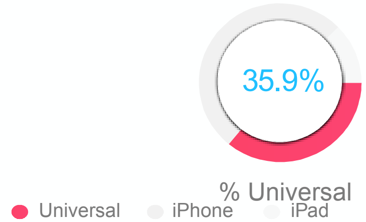

NOTE: Using Dec as a proxy because annual numbers are less reliable (since apps move in and out of the catalog). Overall, 2013 numbers are consistent with numbers from last year.

PX-2217.8

# Catalog Share by Revenue Model and Binary




% Freemium




% Universal

### Share by Revenue Model

| | % Trans. Apps | $\%y^{0}$ / $\%y^{-1}$ | $\%y^{-1}$/$\%y^{-2}$ |
|---|---|---|---|
| Free | 61.3% | 56% | 70% |
| Freemium | 8.6% | 66% | 120% |
| Paid | 28.9% | 1% | 13% |
| Paymium | 1.2% | 9% | 54% |

### Share by Binary Type

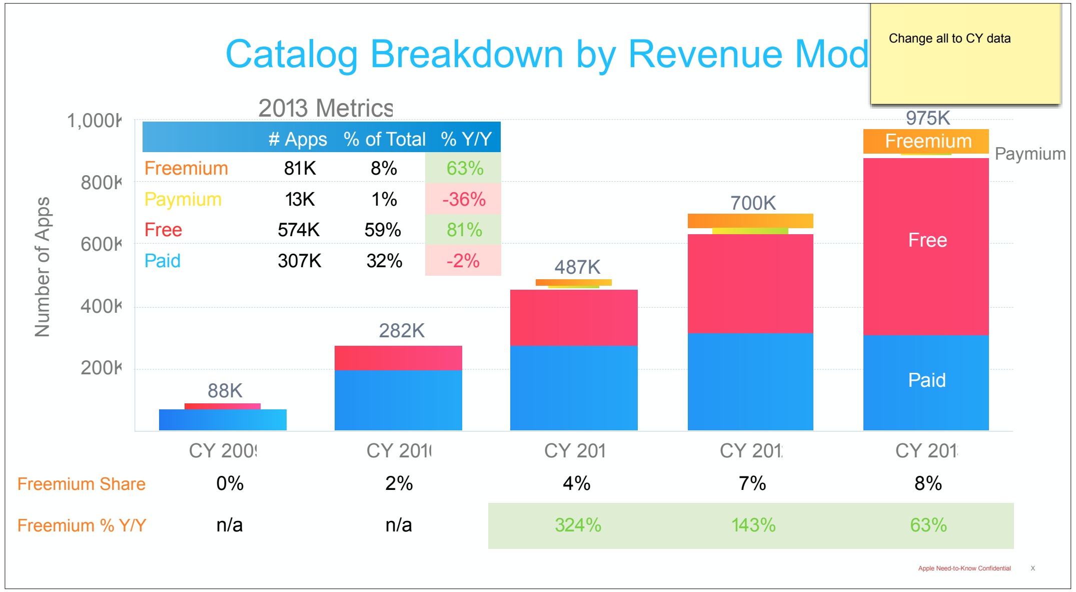
| | % Apps | $\%y^{0}$ / $\%y^{-1}$ | $\%y^{-1}$/$\%y^{-2}$ |
|---|---|---|---|
| Universal | 35.9% | 76% | 103% |
| iPhone Only | 51.7% | 18% | 25% |
| iPad Only | 12.4% | 23% | 57% |



TAKE-AWAYS:
- Strongest month-over-month catalog growth in freemium
- Strongest month-over-month catalog growth in Universal apps

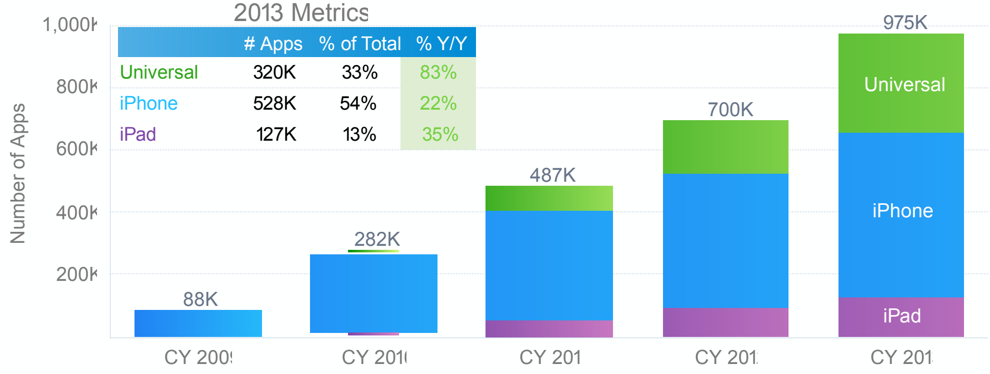
NOTES:
- Catalog share by revenue model represents share of **only transacting apps** during the period
- Catalog share by binary type represents US only apps

PX-2217.9




NOTE: Based on Sept transacting app percentages applied to total catalog count as of end Sept '13.

# Catalog Breakdown by Binary Type




2013 Metrics

| | # Apps | % of Total | % Y/Y |
|---|---|---|---|
| Universal | 320K | 33% | 83% |
| iPhone | 528K | 54% | 22% |
| iPad | 127K | 13% | 35% |

| | CY 2009 | CY 2010 | CY 2011 | CY 2012 | CY 2013 |
|---|---|---|---|---|---|
| Universal Share | 0% | 6% | 16% | 25% | 33% |
| Universal % Y/Y | n/a | n/a | 415% | 119% | 83% |

 X

NOTE: Estimated WW breakdown based on US Storefront %

PX-2217.11

# Downloads



PX-2217.12

# 24.5B

Apps Downloaded in CY 2013

# 24.5B

Apps Downloaded in CY 2013

| 93% | +54% | +28% |
|---|---|---|
| % Y/Y<br>for CY 2011 | % Y/Y<br>for CY 2012 | % Y/Y<br>for CY 2013 |



PX-2217.14

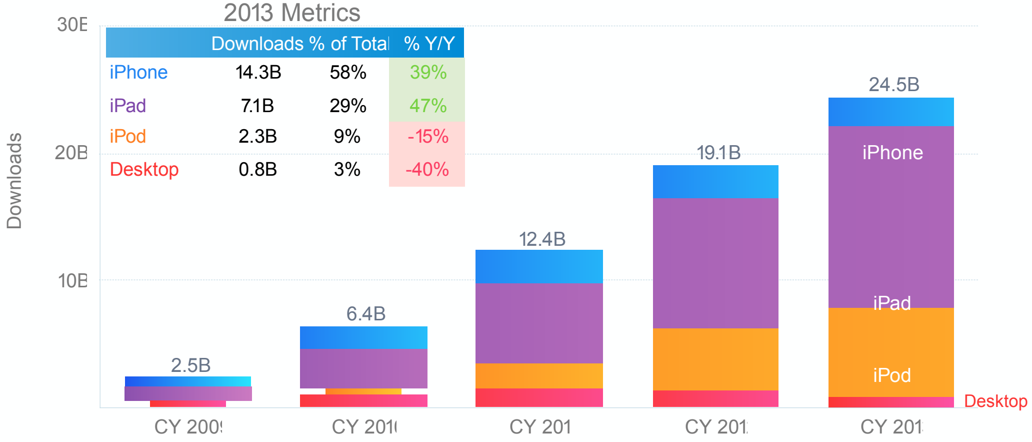
# Downloads by Region in CY 2013

| Rank | | Region | % of Total | % $Y_0/Y_{-1}$ | % $Y_{-1}/Y_{-2}$ | Downloads |
|---|---|---|---|---|---|---|
| | | Global | 100% | 28% | 54% | 24,454M |
| 1 | | USA | 28% | 17% | 37% | 6,748M |
| 2 | | Europe | 19% | 16% | 44% | 4,756M |
| 3 | | China | 19% | 63% | 130% | 4,619M |
| 4 | | Pan EMEIA | 9% | 58% | 107% | 2,219M |
| 5 | | Pan Asia | 7% | 24% | 50% | 1,606M |
| 6 | ↑1 | LatAm + Iberia | 6% | 38% | 100% | 1,487M |
| 7 | ↓1 | Japan | 6% | 28% | 66% | 1,434M |
| 8 | | Canada | 3% | 17% | 33% | 686M |
| 9 | | ANZ | 3% | 13% | 34% | 652M |
| 10 | | Korea | 1% | -33% | -23% | 248M |

# Share of Downloads by Device

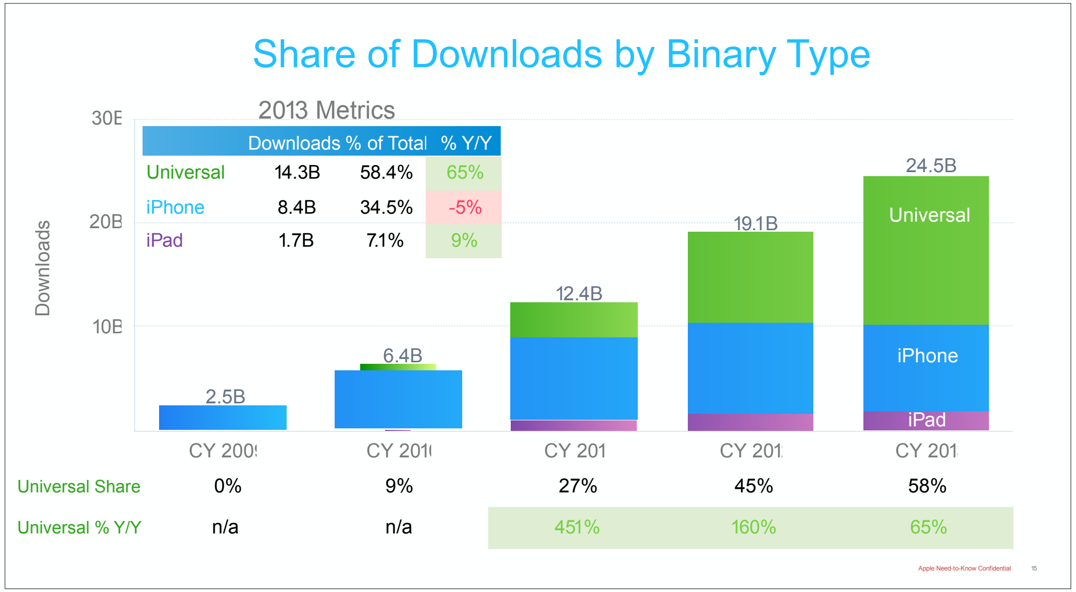
2013 Metrics

| | Downloads | % of Total | % Y/Y |
|---|---|---|---|
| iPhone | 14.3B | 58% | 39% |
| iPad | 7.1B | 29% | 47% |
| iPod | 2.3B | 9% | -15% |
| Desktop | 0.8B | 3% | -40% |






PX-2217.16




Take-Away:
- Universal binary is the fastest growing binary by downloads year-over-year (65% growth), and iPhone only is actually shrinking slightly.

PX-2217.17

# Billings

# $20.7B

LTD App Billings



$20,781,742,543

PX-2217.19

# $14.5B

LTD Paid to Developers

$14,547,219,780

PX-2217.20

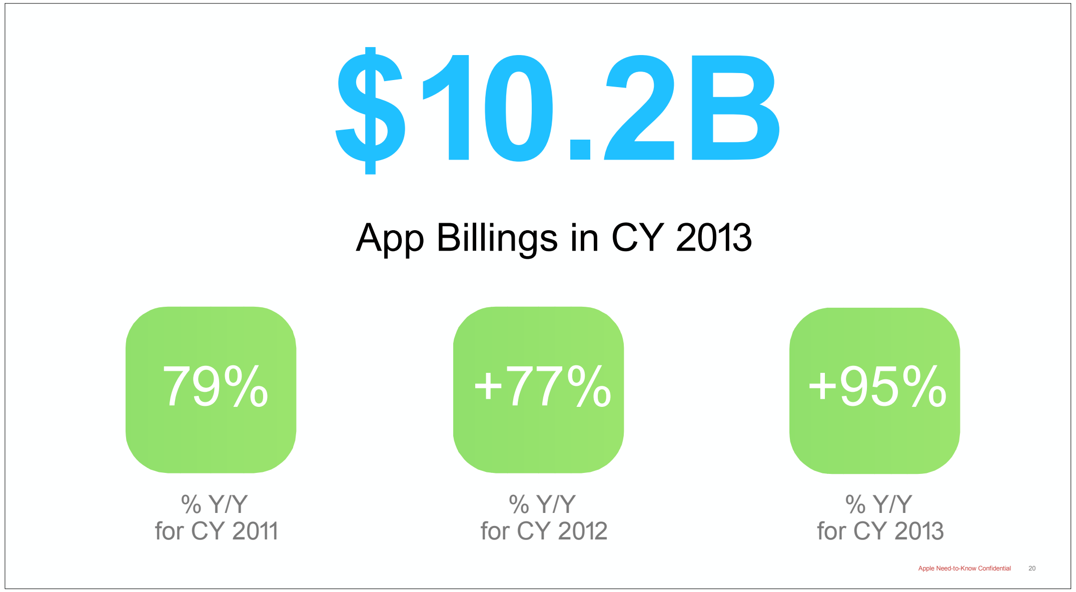
# $10.2B

App Billings in CY 2013



$10,158,789,283

PX-2217.21



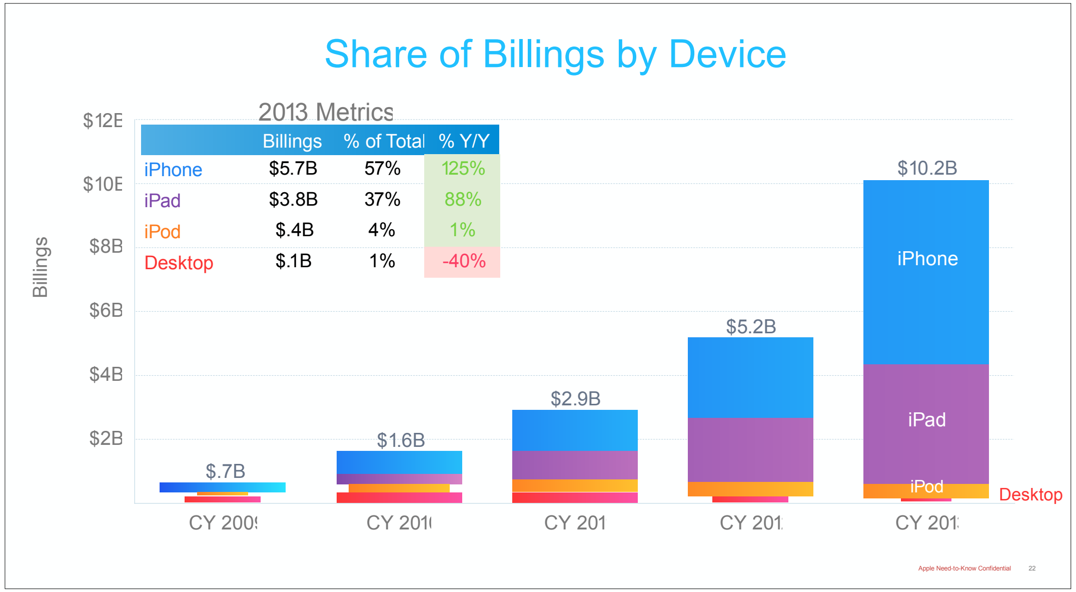

NOTE: The growth rate for billings continues to increase year-over-year even as the growth rate for downloads is decreasing. This is likely cause by the success of the freemium revenue model.

# Billings by Region - CY 2013

| Rank | | Region | % of Total | % $Y_0/Y_{-1}$ | % $Y_{-1}/Y_{-2}$ | Billings |
|---|---|---|---|---|---|---|
| | | Global | 100% | 95% | 77% | |
| 1 | | USA | 34% | 74% | 65% | $3414M |
| 2 | | Europe | 20% | 66% | 51% | $2017M |
| 3 | | Japan | 19% | 170% | 177% | $1954M |
| 4 | ↑5 | China | 6% | 321% | 141% | $560M |
| 5 | ↓1 | ANZ | 5% | 70% | 74% | $484M |
| 6 | | Pan Asia | 5% | 113% | 88% | $460M |
| 7 | ↓2 | Pan EMEIA | 4% | 96% | 99% | $431M |
| 8 | ↓1 | Canada | 4% | 73% | 78% | $363M |
| 9 | ↓1 | LatAm + Iberia | 3% | 84% | 83% | $344M |
| 10 | | Korea | 1% | 94% | 97% | $134M |

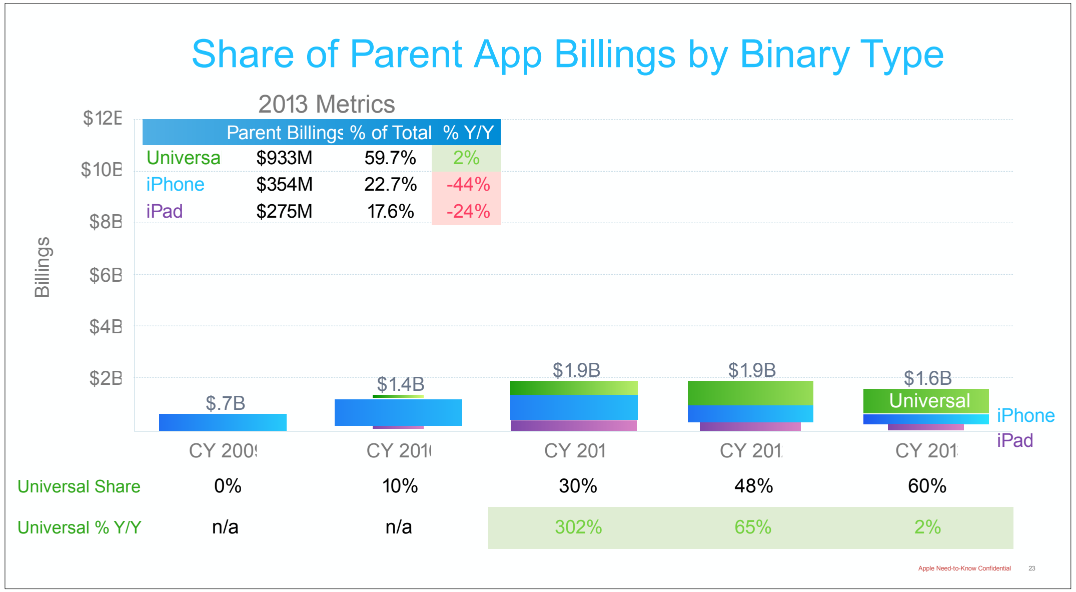


PX-2217.23




NOTE: Apple TV is excluded from this breakout, although it is approx. 1% of total Billings (though growing at 439% year-over-year)

PX-2217.24

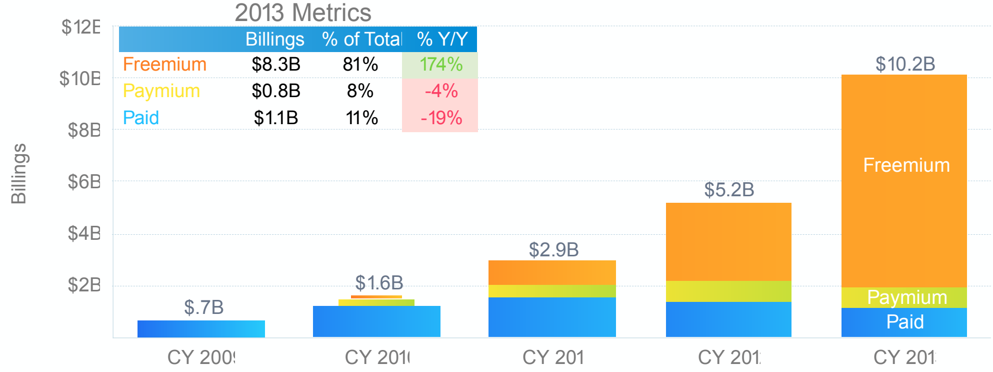



NOTE: This does not include in-app billings.

Take-Away:
1) Universal binary is the only growing binary by downloads year-over-year (8% growth). Both iPhone and iPad-only are are shrinking for downloads. This is mostly cause by the dramatic shift from paid to freemium revenue models (see next slide).

PX-2217.25

# Share of Billings by Revenue Model




2013 Metrics

| | Billings | % of Total | % Y/Y |
|---|---|---|---|
| Freemium | $8.3B | 81% | 174% |
| Paymium | $0.8B | 8% | -4% |
| Paid | $1.1B | 11% | -19% |

| | CY 200! | CY 201( | CY 201 | CY 201. | CY 201 |
|---|---|---|---|---|---|
| Freemium Share | 0% | 12% | 31% | 58% | 81% |
| Freemium % Y/Y | n/a | n/a | 352% | 233% | 174% |

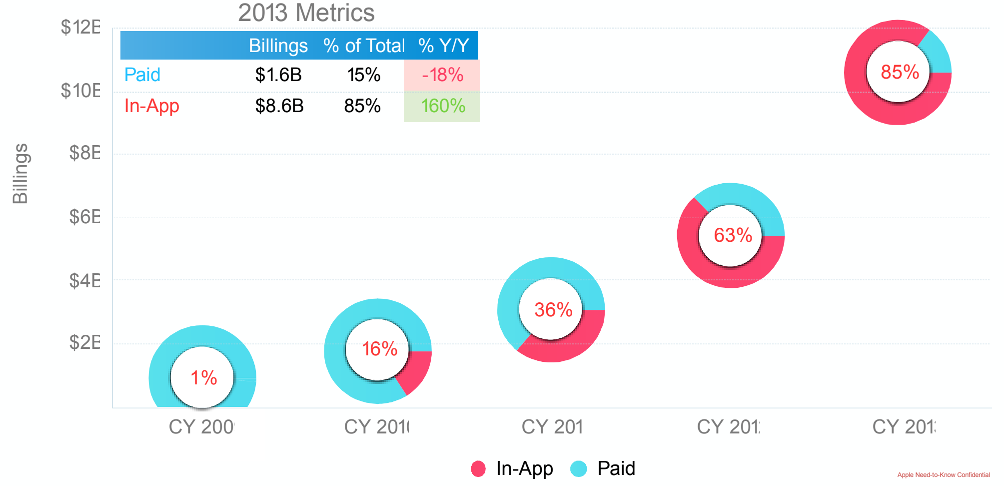


PX-2217.26

## Share of Billings from In-App

2013 Metrics

| | Billings | % of Total | % Y/Y |
|---|---|---|---|
| Paid | $1.6B | 15% | -18% |
| In-App | $8.6B | 85% | 160% |



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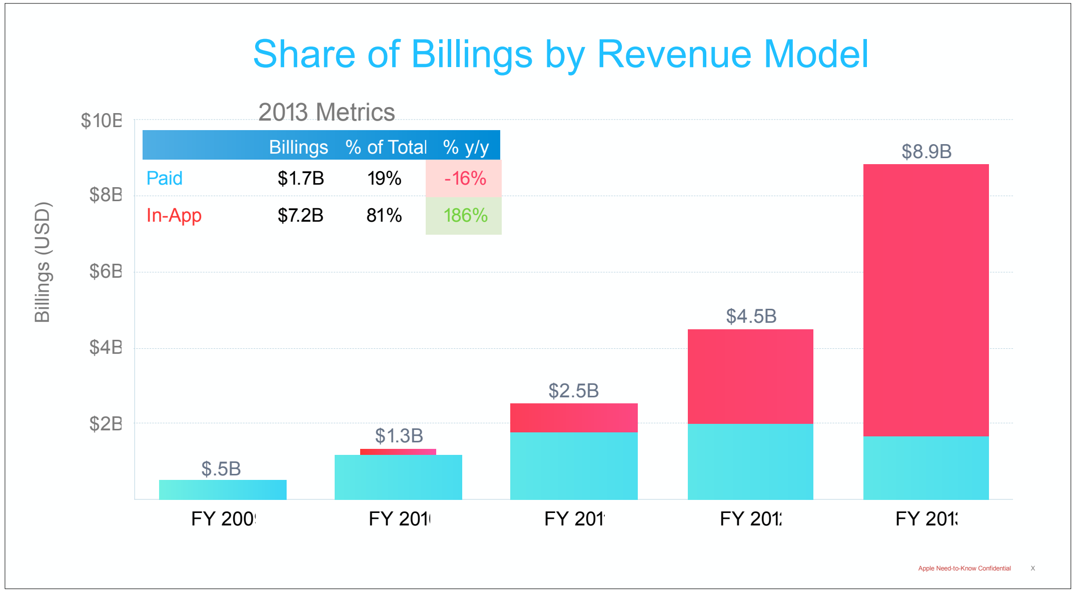
Share of Billings by Revenue Model
2013 Metrics
Billings
% of Total
% y/y
Paid
$1.7B
19%
-16%
In-App
$7.2B
81%
186%
Billings (USD)
$10B
$8B
$6B
$4B
$2B
$.5B
$1.3B
$2.5B
$4.5B
$8.9B
FY 2009
FY 2010
FY 2011
FY 2012
FY 2013
Apple Need-to-Know Confidential

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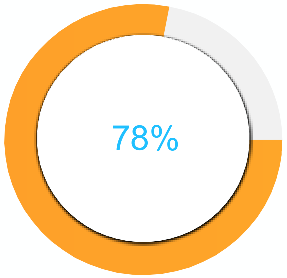
# Share of Billings by Category



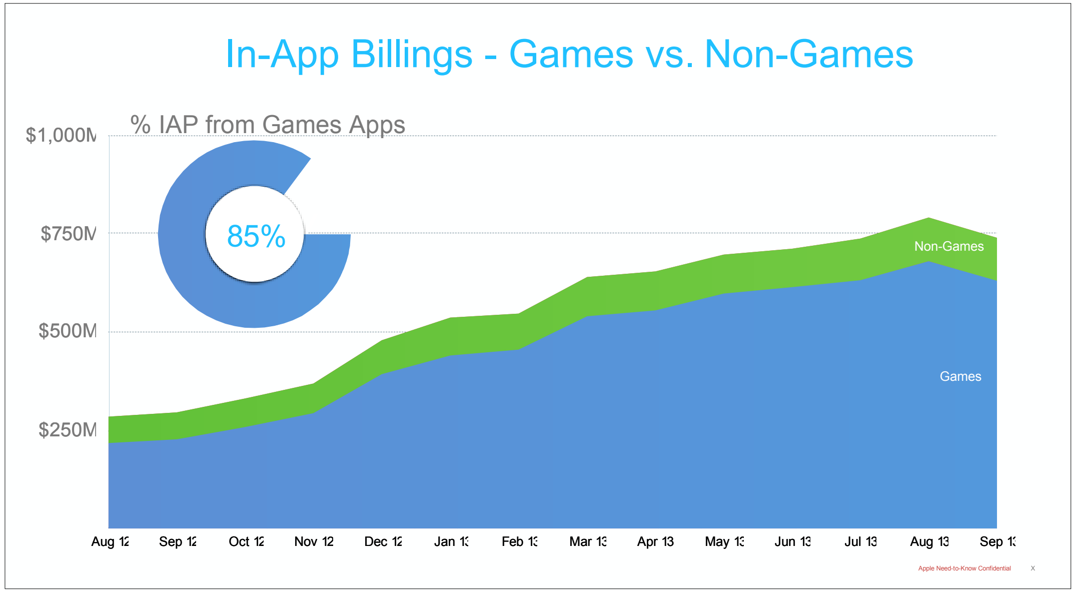

% Billings
from Games

Top 10 Categories by Growth

| | Billings | % of Total | % Y/Y |
|---|---|---|---|
| Games | $7,894M | 78% | 144% |
| Social Networking | $277M | 3% | 97% |
| Music | $194M | 2% | 49% |
| Entertainment | $242M | 2% | 33% |
| Health & Fitness | $79M | 1% | 30% |
| Food & Drink | $27M | 0% | 27% |
| Sports | $88M | 1% | 27% |
| Finance | $27M | 0% | 25% |
| News | $166M | 2% | 21% |
| Education | $191M | 2% | 21% |

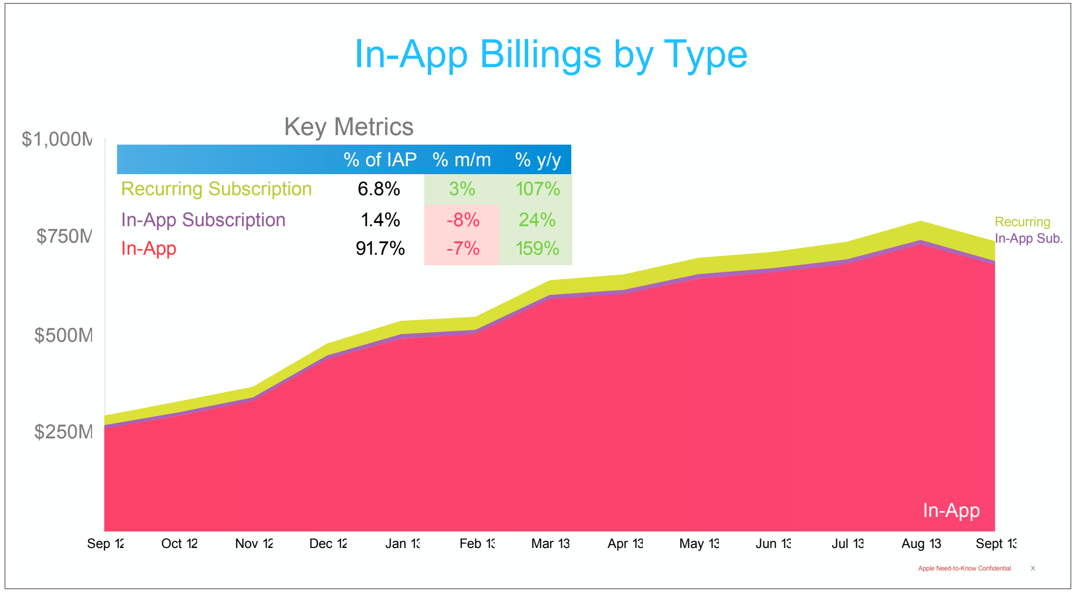


PX-2217.29




AYMAN: Add other metrics
- 95% consumable vs. non-consumable
- Other interesting data points for IAP?

PX-2217.30



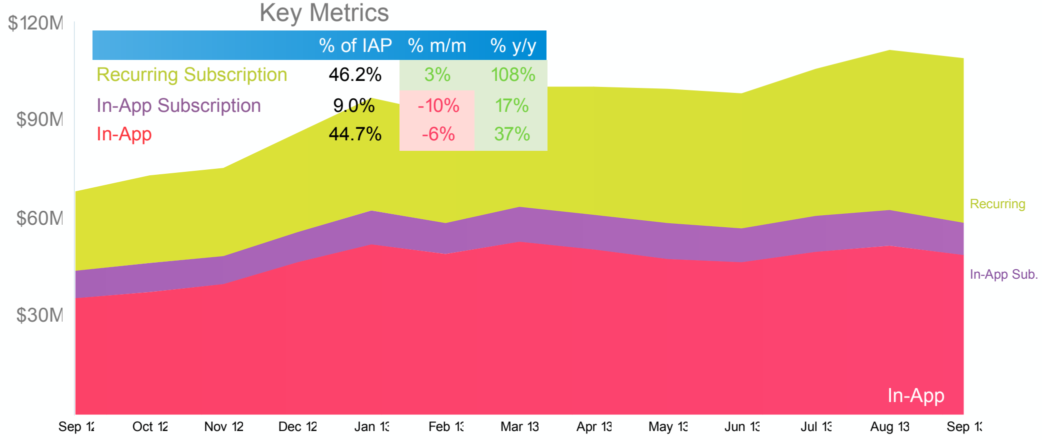

AYMAN: Add a games-only slide

PX-2217.31

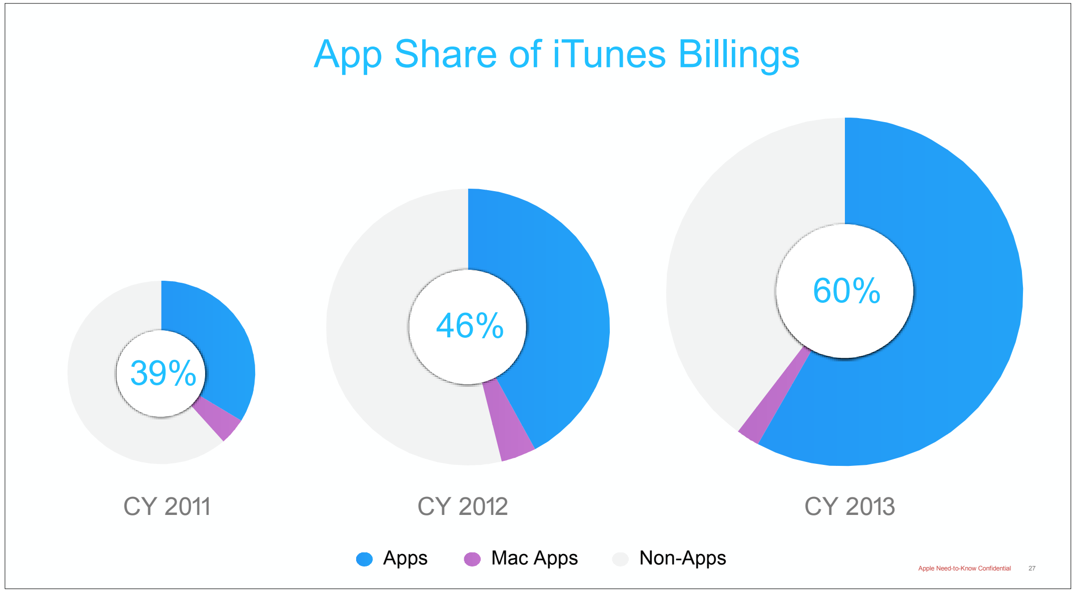
# Non Games: In-App Billings by Type

Key Metrics

| | % of IAP | % m/m | % y/y |
|---|---|---|---|
| Recurring Subscription | 46.2% | 3% | 108% |
| In-App Subscription | 9.0% | -10% | 17% |
| In-App | 44.7% | -6% | 37% |




PX-2217.32




NOTE: This excludes iTunes services billings
FISCAL
Here are the billings associated so you can figure out the scale of each circle
FY 2011: $7.8B
FY 2012: $11.4B
FY 2013: $16.3B

PX-2217.33

# Customers





# 420M

Active App Store Customers in CY 2013



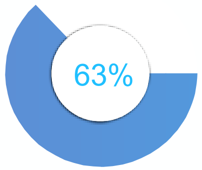
PX-2217.35

# 420M

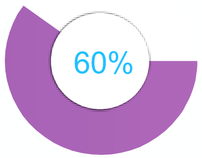
## Active App Store Customers in CY 2013

168M

New App Store
Customers in CY 2013




% Users Active in
Last 3 Months of CY 2012




% Users Active in
Last 3 Months of CY 2013



PX-2217.36

# 58

App Downloads per Transacting Customer
in CY 2013

# 58

App Downloads per Transacting Customer
in CY 2013

| -1% | -5% | -3% |
| --- | --- | --- |
| % Y/Y for CY 2011 | % Y/Y for CY 2012 | % Y/Y for CY 2013 |

# $67

Dollars Spent per Paying App Store Customer
in CY 2013

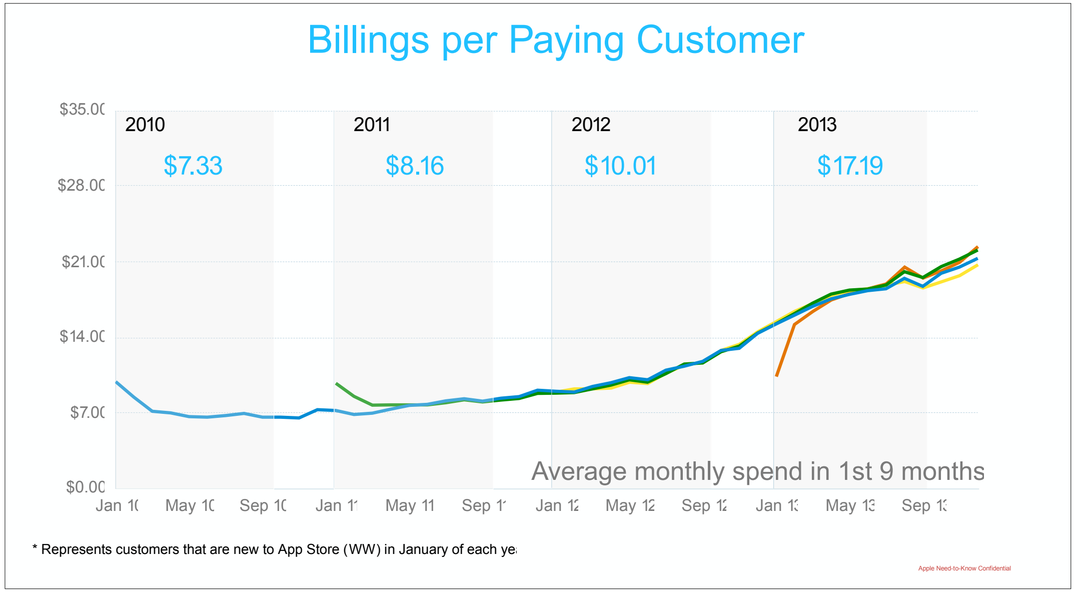


PX-2217.39

# $67

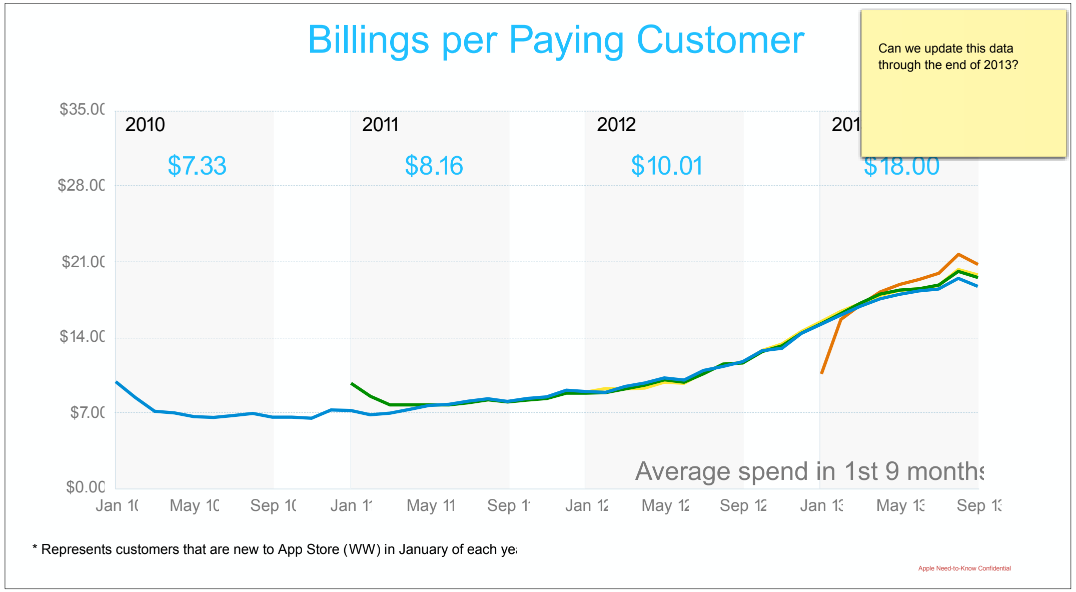
## Dollars Spent per Paying App Store Customer in CY 2013

| +9% | +30% | +72% |
|---|---|---|
| % Y/Y for CY 2011 | % Y/Y for CY 2012 | % Y/Y for CY 2013 |




Take-Away:
- There has been a dramatic increase in the amount of spend per paying customer in the last year. The average spend for new customers to the App Store starting in January 2013 is almost 2X higher than the spend for new customers from a year earlier.
[Move to next slide]

PX-2217.41

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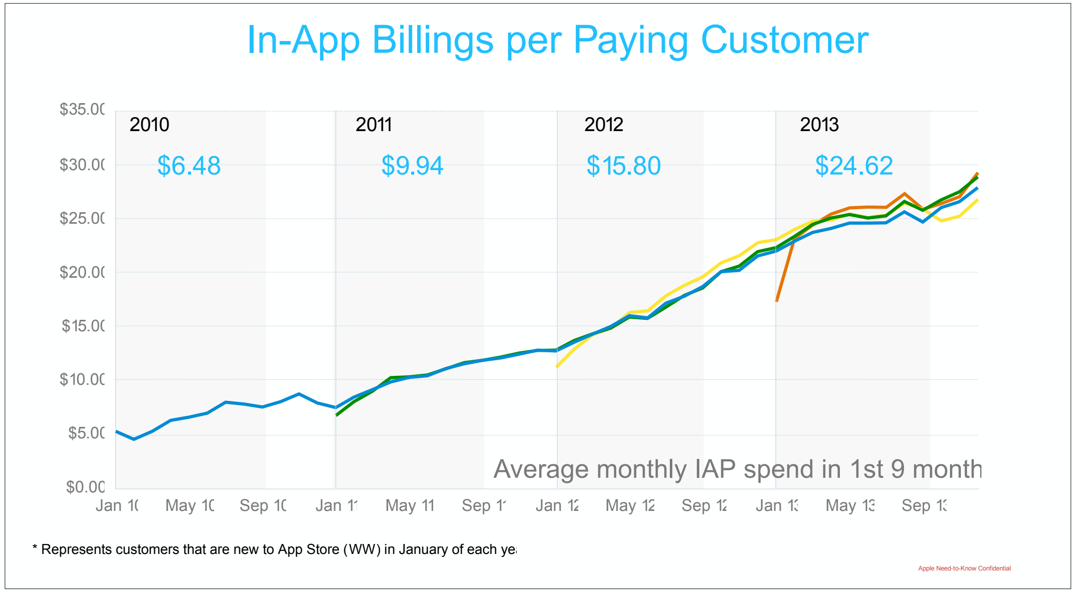
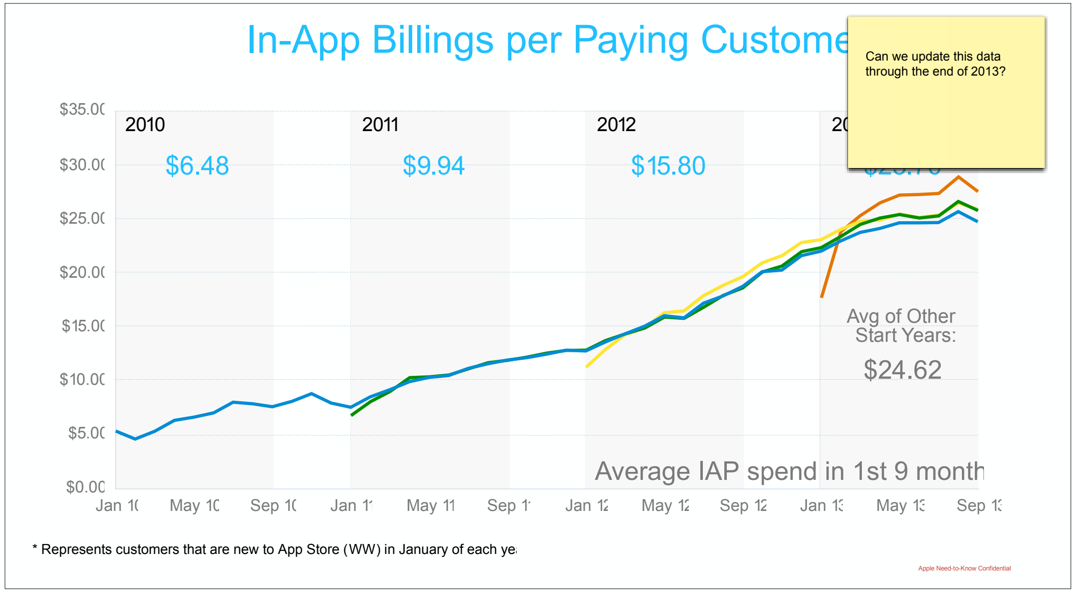
[Move to next slide]

PX-2217.42




Take-Away:
- Much of the increase in average billings per customer has been driven by in-app purchase spend. Although IAP spend has increased for all customers in the Store, those customers starting this year spent almost $1 more in the past 9 months than customers starting in previous years.

PX-2217.43

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PX-2217.44

# Customer Spending Profile by Device

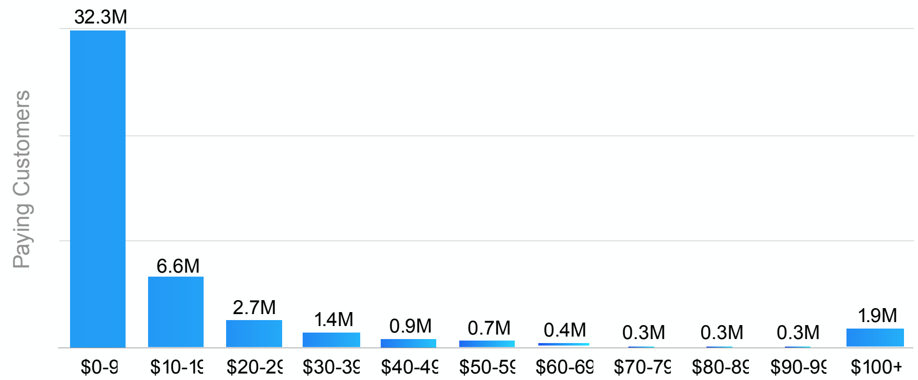
| Device | Paying Customers | Overall ARPPU | ARPPU % y/y | Paid ARPPU | In-App ARPPU |
|---|---|---|---|---|---|
| Overall | 151M | $67.44 | 72% | $12 | $88 |
| iPhone | 106M | $54.45 | 94% | $7 | $77 |
| iPad | 59M | $63.64 | 48% | $14 | $80 |
| iPod | 14M | $30.10 | 36% | $10 | $37 |
| Desktop | 10M | $12.88 | 2% | $13 | N/A |



NOTE: Only includes Paying customers

ARPPU ’12: $39.11

# ARPPU Distribution December

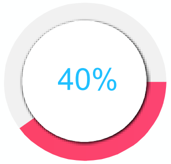



| | $0-9 | $10-19 | $20-29 | $30-39 | $40-49 | $50-59 | $60-69 | $70-79 | $80-89 | $90-99 | $100+ |
|---|---|---|---|---|---|---|---|---|---|---|---|
| %m/m | 11% | 19% | 23% | 19% | 26% | 21% | 19% | 24% | 21% | 27% | 20% |
| %y/y | -6% | 15% | 28% | 35% | 51% | 55% | 57% | 59% | 72% | 80% | 101% |



PX-2217.46

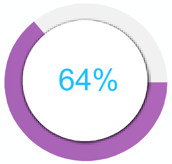
## New and Paying Customers




% New Customers

### New vs. Existing Customers

| | Trans. Customers | % y/y |
|---|---|---|
| New | 168M | 9% |
| Existing | 251M | 53% |




% Non-Paying Customers

New Existing

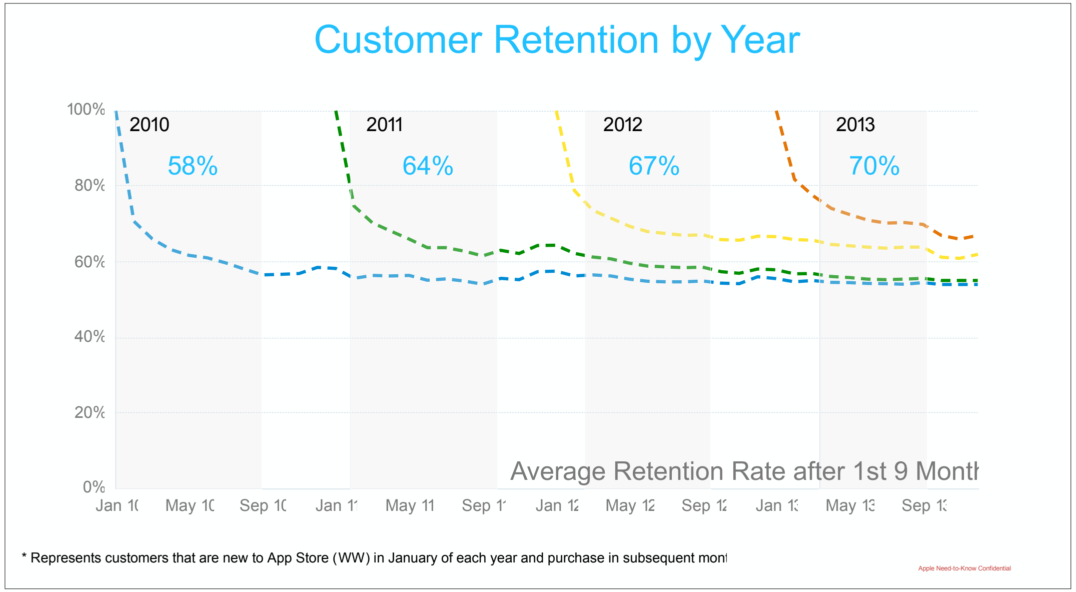
### Paid vs. Non-Paying Customers

| | Trans. Customer | % y/y |
|---|---|---|
| Paid Customers | 151M | 13% |
| Non-Paying Customers | 269M | 45% |



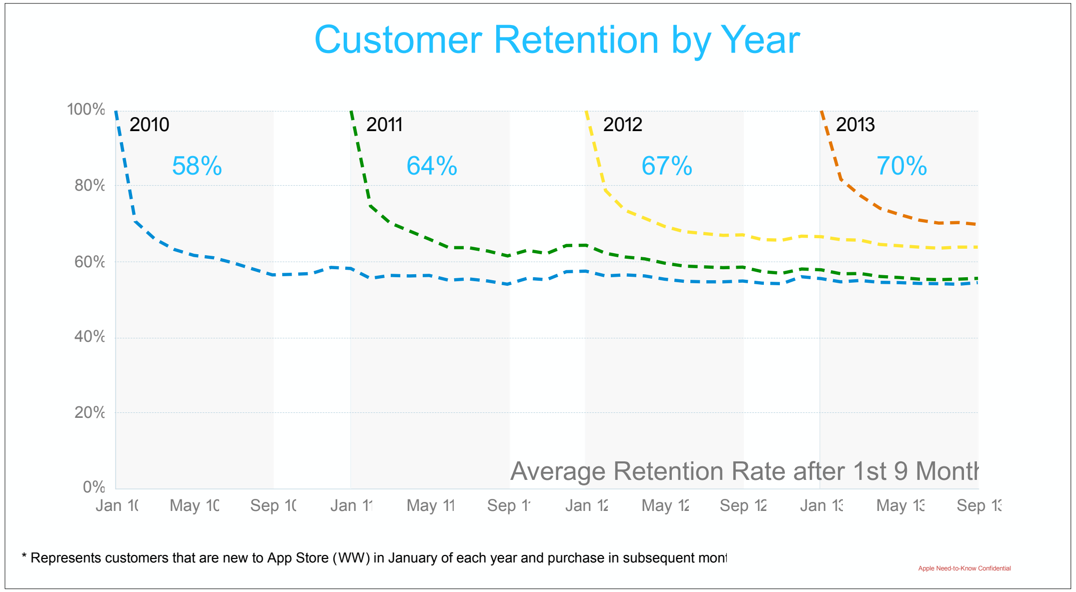
NOTES:
1) Although the share of new customers is high (42%), the actual number of new customers (160M) is barely grew year-over-year. Instead, the heavy growth came from retaining and re-engaging existing App Store customers.
2) The number of non-paying customers grew at a faster pace year-over-year than paid customers (39% vs. 20%). This is likely due to the increased popularity of freemium apps.

PX-2217.47



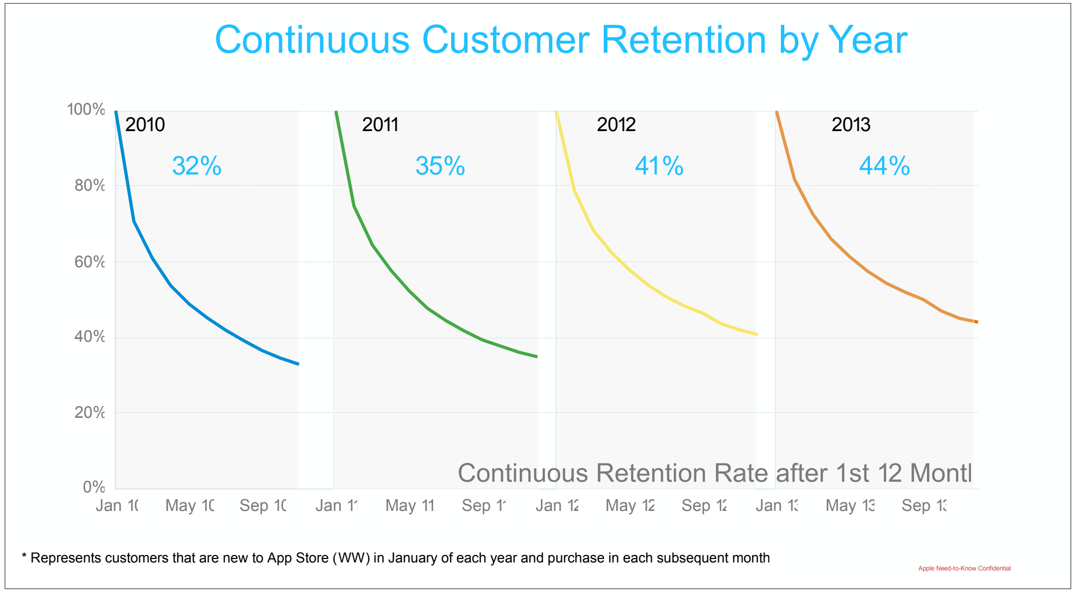

Take-Away:
- Customer retention is increasing year-over-year, up to 70% after the first 9 months in 2013

PX-2217.48



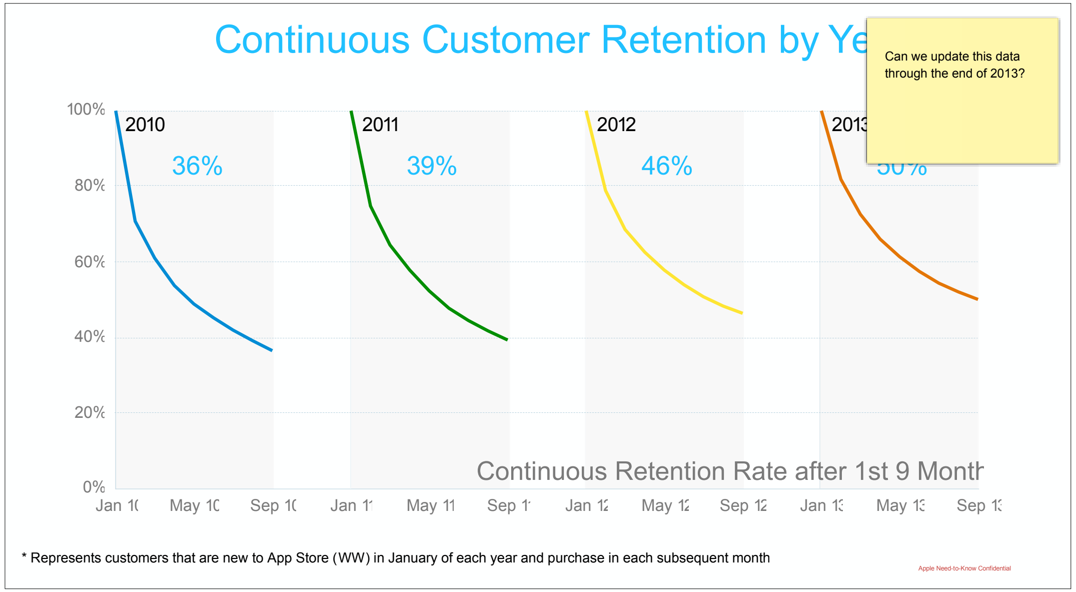

Take-Away:
- Customer retention is increasing year-over-year, up to 70% after the first 9 months in 2013

PX-2217.49




Take-Aways:
1) Continuous customer retention, meaning the number of customers that purchased every month after first activating in the store, is also up year-over-year.
2) This past year 50% of the customers that purchased in January purchased in each of the following 9 months

PX-2217.50

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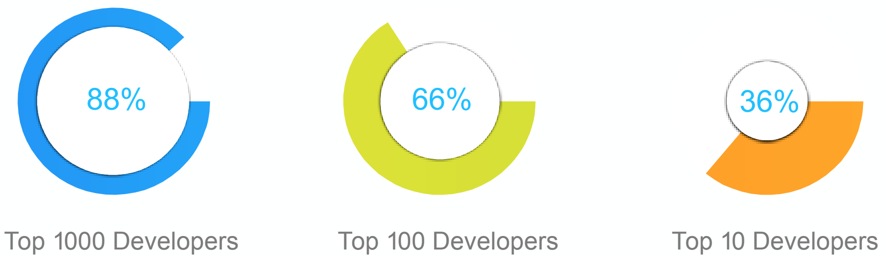
PX-2217.51

# Top Developers



PX-2217.52

# Top Developers' Share of Total Billings






PX-2217.53

# Top Grossing Developers

| Rank | | Developer | % Y/Y | Billings | % Total Billings |
|---|---|---|---|---|---|
| 1 | N | King.com | 6,145% | $986M | 10% |
| 2 | ↑3 | Supercell Oy | 738% | $853M | 8% |
| 3 | ↓1 | GungHo | 475% | $747M | 7% |
| 4 | ↓3 | Electronic Arts | 67% | $280M | 3% |
| 5 | N | Naver Japan | 791% | $185M | 2% |
| 6 | ↑4 | Kabam | 165% | $153M | 2% |
| 7 | ↓4 | Gameloft | 21% | $141M | 1% |
| 8 | ↑1 | TeamLava | 84% | $116M | 1% |
| 9 | N | Funzio | 131% | $112M | 1% |
| 10 | N | Mobage | 257% | $106M | 1% |

Notes:
1) The top 3 developers generated 23% of total App Store billings for the year.
2) King saw the most growth of any developer in the store, with FY billings that were more than 400X its 2012 billings.

PX-2217.54

## Top Grossing Developers

| Rank | Developer | Top Country (%) | % IAP | Billings |
|---|---|---|---|---|
| 1 | King.com | US (51%) | 100% | $986M |
| 2 | Supercell Oy | US (34%) | 100% | $853M |
| 3 | GungHo | JP (96%) | 100% | $747M |
| 4 | Electronic Arts | US (35%) | 87% | $280M |
| 5 | Naver Japan | JP (87%) | 100% | $185M |
| 6 | Kabam | US (41%) | 100% | $153M |
| 7 | Gameloft | US (29%) | 79% | $141M |
| 8 | TeamLava | US (49%) | 100% | $116M |
| 9 | Funzio | US (59%) | 100% | $112M |
| 10 | Mobage | US (61%) | 100% | $106M |



NOTES:
1) All the developers in the top 10 earned the vast majority of their billings from IAP, and 7 out of the top 10 earned 100% of their billings from IAP.

# Top Apps



PX-2217.56

## Top Grossing Apps

| Rank | | App | % Y/Y | Billings | % Total Billings |
|---|---|---|---|---|---|
| 1 | N | Candy Crush Saga | 8,445% | $921M | 9% |
| 2 | ↓1 | Puzzle & Dragons | 462% | $712M | 7% |
| 3 | ↓1 | Clash of Clans | 872% | $661M | 7% |
| 4 | N | Hay Day | 468% | $192M | 2% |
| 5 | ↑2 | The Simpsons™: Tapped Out | 143% | $109M | 1% |
| 6 | N | 我叫MT Online | n/a | $68M | 1% |
| 7 | N | The Hobbit: Kingdoms of Middle-earth | 1,218% | $61M | 1% |
| 8 | N | Big Fish Casino | 391% | $59M | 1% |
| 9 | N | Modern War | 139% | $59M | 1% |
| 10 | N | Pandora Radio | 321% | $58M | 1% |



NOTES:
1) 23% of the billings in the store came from 3 games.
2) Candy Crush saw the highest growth in billings, with 8,445%X growth over the prior year.

# Top Grossing Apps

| Rank | App | Avg. IAP Price | % IAP | Billings |
|---|---|---|---|---|
| 1 | Candy Crush Saga | $1.29 | 100% | $921M |
| 2 | Puzzle & Dragons | $12.27 | 100% | $712M |
| 3 | Clash of Clans | $16.85 | 100% | $661M |
| 4 | Hay Day | $7.36 | 100% | $192M |
| 5 | The Simpsons™: Tapped Out | $4.47 | 100% | $109M |
| 6 | 我叫MT Online | $14.90 | 100% | $68M |
| 7 | The Hobbit: Kingdoms of Middle-earth | $21.62 | 100% | $61M |
| 8 | Big Fish Casino | $21.33 | 100% | $59M |
| 9 | Modern War | $29.12 | 100% | $59M |
| 10 | Pandora Radio | $3.72 | 100% | $58M |



NOTES:
1) 9 out of the top 10 apps earned 100% of their billings from IAP. Minecraft was the only exception.
2) You'll notice that two of the most successful freemium titles, Candy Crush Saga and Clash of Clans, have very diferent average price points for their in-app purchases. That insight has led us to do some additional research related to games.

PX-2217.58

# Top Apps December

# Top Grossing Apps

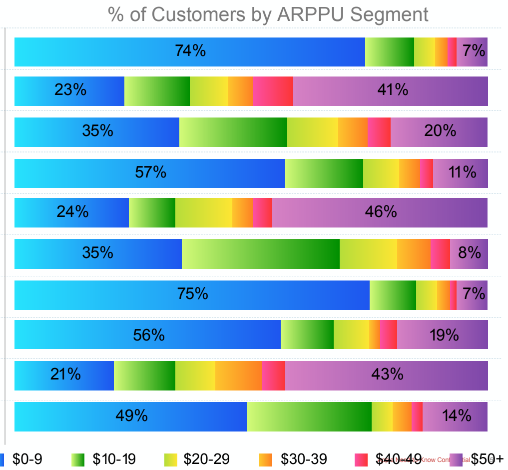
| Rank | | App | % m/m | Con. Months in T10 | Billings |
|---|---|---|---|---|---|
| 1 | ↔ | Candy Crush Saga (King.com | 1% | 13 | $84M |
| 2 | ↔ | Puzzle & Dragons (GungHo) | 26% | 21 | $74M |
| 3 | ↔ | Clash of Clans (Supercell) | 21% | 17 | $65M |
| 4 | ↔ | Hay Day (Supercell) | 5% | 16 | $18M |
| 5 | ↔ | Game of War (Machine Zone) | 26% | 4 | $17M |
| 6 | ↔ | 天天酷跑 (Shenzhen Tencent | -6% | 2 | $12M |
| 7 | ↔ | Pet Rescue Saga (King.com) | -11% | 8 | $10M |
| 8 | N | 全民英雄 (Sixjoy Hong Kong) | 1,370% | 1 | $10M |
| 9 | ↓1 | クイズRPG (COLOPL) | 16% | 2 | $8M |
| 10 | ↓1 | 我叫MT Online (LOCOJOY.) | 7% | 9 | $7M |



TAKE-AWAYS:
- Both Candy Crush and Clash of Clans saw decreases in billings month over month
- Almost all of the other titles saw an increase in billings, with The Simpsons: Tapped Out growing the most as a % month over month due to its Halloween update and promotion

# Top Grossing Apps

| Rank | | App | IAP Converter | ARPPU |
|---|---|---|---|---|
| 1 | ↔ | Candy Crush Saga (King.com) | 5,444K | $15 |
| 2 | ↔ | Puzzle & Dragons (GungHo) | 795K | $93 |
| 3 | ↔ | Clash of Clans (Supercell) | 1,247K | $52 |
| 4 | ↔ | Hay Day (Supercell) | 690K | $26 |
| 5 | ↔ | Game of War (Machine Zone) | 75K | $229 |
| 6 | ↔ | 天天酷跑 (Shenzhen Tencent) | 506K | $24 |
| 7 | ↔ | Pet Rescue Saga (King.com) | 689K | $15 |
| 8 | N | 全民英雄 (Sixjoy Hong Kong) | 205K | $48 |
| 9 | ↓1 | クイズRPG (COLOPL) | 81K | $105 |
| 10 | ↓1 | 我叫MT Online (LOCOJOY.) | 140K | $53 |




TAKE-AWAYS:

PX-2217.61

## Top Grossing Apps

| Rank | | App | Avg. IAP Price | % IAP | Billings | % Total Billings |
|---|---|---|---|---|---|---|
| 1 | ↔ | Candy Crush Saga (King.com) | $1.36 | 100% | $84M | 8% |
| 2 | ↔ | Puzzle & Dragons (GungHo) | $15.26 | 100% | $74M | 7% |
| 3 | ↔ | Clash of Clans (Supercell) | $16.35 | 100% | $65M | 6% |
| 4 | ↔ | Hay Day (Supercell) | $7.75 | 100% | $18M | 2% |
| 5 | ↔ | Game of War (Machine Zone) | $43.56 | 100% | $17M | 2% |
| 6 | ↔ | 天天酷跑 (Shenzhen Tencent) | $6.90 | 100% | $12M | 1% |
| 7 | ↔ | Pet Rescue Saga (King.com) | $1.34 | 100% | $10M | 1% |
| 8 | N | 全民英雄 (Sixjoy Hong Kong) | $8.05 | 100% | $10M | 1% |
| 9 | ↓1 | クイズRPG (COLOPL) | $21.87 | 100% | $8M | 1% |
| 10 | ↓1 | 我叫MT Online (LOCOJOY.) | $14.48 | 100% | $7M | 1% |



TAKE-AWAYS:
- The top 3 games by billings accounted for almost 21%
- Every app in the top 10 receives all of its billings from IAP
- Note that Game of War, which was one of the fastest growing games by billings last month, had an average IAP price of almost $40.

PX-2217.62

# Top Free Apps by Downloads

| Rank | | App | Con. Months in T10 | Downloads | % Total Billings |
|---|---|---|---|---|---|
| 1 | N | 12 Days of Gifts (iTunes) | 1 | 16M | 0.0% |
| 2 | N | Angry Birds Go! (Rovio) | 1 | 13M | 0.3% |
| 3 | N | Facebook Messenger (Facebook) | 1 | 8M | 0.0% |
| 4 | ↓1 | YouTube (Google) | 16 | 8M | 0.0% |
| 5 | ↓1 | Facebook (Facebook) | 56 | 7M | 0.0% |
| 6 | ↔ | Candy Crush Saga (King.com) | 12 | 7M | 8.2% |
| 7 | N | Flipagram (Cheerful) | 1 | 7M | 0.0% |
| 8 | N | Angry Birds Star Wars II (Rovio) | 1 | 6M | 0.1% |
| 9 | N | ElfYourself by OfficeMax (Magic Mirror | 1 | 5M | 0.1% |
| 10 | ↓8 | Clumsy Ninja (NaturalMotion) | 2 | 5M | 0.2% |

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TAKE-AWAYS:
- BBM was the free app with the highest number of downloads in October. It saw a drastic increase in downloads over Sept, which is the month it first launched.
- Candy Crush was the only free app that is in the top 10 for billings and downloads

PX-2217.63

# Top Paid Apps by Downloads

| Rank | | App | % m/m | Con. Months in T10 | Downloads | % Total Billings |
|---|---|---|---|---|---|---|
| 1 | N | Cut the Rope 2 (ZeptoLab UK) | n/a | 1 | 1,079K | 0.14% |
| 2 | ↓1 | Minecraft – Pocket Edition (Mojang | 125% | 17 | 1,034K | 0.66% |
| 3 | N | Grand Theft Auto: San Andreas (Rockstar) | n/a | 1 | 710K | 0.46% |
| 4 | ↑1 | Heads Up! (Warner Bros.) | 145% | 3 | 589K | 0.09% |
| 5 | N | The Room Two (Fireproof Games) | n/a | 1 | 399K | 0.18% |
| 6 | N | Infinity Blade III (Chair) | 198% | 1 | 305K | 0.16% |
| 7 | N | Traffic Racer (Soner Kara) | n/a | 1 | 300K | 0.05% |
| 8 | ↓5 | Plague Inc. (Ndemic Creations) | 9% | 4 | 287K | 0.09% |
| 9 | ↓1 | Afterlight (Simon Filip) | 40% | 2 | 246K | 0.03% |
| 10 | N | Toca Lab (Toca Boca AB) | n/a | 1 | 220K | 0.06% |





TAKE-AWAYS:

PX-2217.64

# Top Apps by Movement

## Top 10 New Apps by Billings

| | Avg. Daily | % Total |
|---|---|---|
| 天天飞车 | $325K | 0.48% |
| Grand Theft Auto: San Andreas | $177K | 0.45% |
| ドラゴンクエスト VIII | $131K | 0.31% |
| The Room Two | $73K | 0.18% |
| Cut the Rope 2 | $60K | 0.14% |
| 苍穹之剑 | $61K | 0.13% |
| Walking Dead: The Game - S2 | $45K | 0.08% |
| LEGO® Star Wars™: | $36K | 0.07% |
| ワールドサッカーコレクション S | $26K | 0.06% |
| Toca Lab | $27K | 0.06% |

## Top 10 Existing Apps by Billings Growth

| | % m/m | Billings | % Total |
|---|---|---|---|
| Band Stars | 11,383% | $260K | 0.02% |
| ４２８ ～封鎖された渋谷で～ | 9,177% | $138.8K | 0.01% |
| Sonic the Hedgehog 2 (International) | 6,099% | $104.2K | 0.01% |
| Hidden Objects: Mystery Crimes | 5,697% | $347.4K | 0.03% |
| Santa Tracker - North Pole Command Center 2.0 | 3,448% | $91.4K | 0.01% |
| GramPro Stats for Instagram | 3,252% | $46.6K | 0.00% |
| 人人秀舞 | 3,066% | $232K | 0.02% |
| Dark District | 2,344% | $227.4K | 0.02% |
| ジャンプLIVE | 2,190% | $23.2K | 0.00% |
| Sonic the Hedgehog 2 | 2,138% | $78.3K | 0.01% |

 X

AYMAN:
- Rank by % m/m (with a $ or downloads threshold) --> We need to determine an appropriate threshold for each of these categories. I want to show apps that aren’t necessarily in the top 50 but which are relevant.
- % Total = % Total Billings for All (We can discuss this)

PX-2217.65

# Top New Apps by Movement

## Top 10 by Billings

| | Avg. Daily | % Total $ |
|---|---|---|
| 天天飞车 | $325K | 0.48% |
| Grand Theft Auto: San Andreas | $177K | 0.45% |
| ドラゴンクエスト VIII空と海と大地と | $131K | 0.31% |
| The Room Two | $73K | 0.18% |
| Cut the Rope 2 | $60K | 0.14% |
| 苍穹之剑 | $61K | 0.13% |
| Walking Dead: The Game - S2 | $45K | 0.08% |
| LEGO® Star Wars™: | $36K | 0.07% |
| ワールドサッカーコレクション S | $26K | 0.06% |
| Toca Lab | $27K | 0.06% |

## Top 5 by Paid Downloads

| | Avg. Daily | % Total $ |
|---|---|---|
| Cut the Rope 2 | 43K | 0.14% |
| Grand Theft Auto: San Andreas | 25K | 0.45% |
| The Room Two | 15K | 0.18% |
| Survival Games - Mine Mini Game With Minecraft Skin Exporter (PC Edition) & Multiplayer | 14K | 0.02% |
| Toca Lab | 9K | 0.06% |

## Top 5 by Free Downloads

| | Avg. Daily | % Total $ |
|---|---|---|
| 12 Days of Gifts | 811K | 0.00% |
| 天天飞车 | 776K | 0.48% |
| 爸爸去哪儿手机游戏 | 278K | 0.00% |
| LEGO® Star Wars™: The Complete Saga | 257K | 0.07% |
| iTube FREE - Playlist Management | 151K | 0.00% |




AYMAN:
- Rank by % m/m (with a $ or downloads threshold) --> We need to determine an appropriate threshold for each of these categories. I want to show apps that aren't necessarily in the top 50 but which are relevant.
- % Total = % Total Billings for All (We can discuss this)

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# Existing Top Apps by Movement

## Top 10 by Billings Growth

| | % m/m | Billings | % Total |
|---|---|---|---|
| Band Stars | 11,383% | $260K | 0.02% |
| ４２８ ~封鎖さ | 9,17 | | |
| Sonic the Hedgehog 2 | 6,09 | | |
| Hidden Objects: Mystery Crimes | 5,69 | | |
| Santa Tracker - North Pole | 3,44 | | |
| GramPro Stats fo Instagram | 3,25 | | |
| 人人秀舞 | 3,06 | | |
| Dark District | 2,344% | $227.4K | 0.02% |
| ジャンプLIVE | 2,190% | $23.2K | 0.00% |
| Sonic the Hedgehog 2 | 2,138% | $78.3K | 0.01% |

Carson - I believe we decided this was not interesting so I didn't refresh this slide. Let me know otherwise.

## Top 5 by Paid Download Growth

| | % m/m | Downloads | % Total $ |
|---|---|---|---|
| Chucky: Slash & Das | 15,626% | 11K | 0.00% |
| 女医が教える飽きな | 13,419% | 13K | 0.00% |
| | 6,894% | 9K | 0.00% |
| can | 6,107% | 6K | 0.00% |
| アイ | 5,151% | 5K | 0.00% |

## 5 by Free Download Growth

| | % m/m | Downloads | % Total $ |
|---|---|---|---|
| g | 9,352% | 106K | 0.00% |
| MoviePop | 7,224% | 1,082K | 0.00% |
| 疯狂苍蝇 | 5,720% | 108K | 0.00% |
| Amazing Santa | 4,854% | 75K | 0.00% |
| Paradise Cove | 4,067% | 268K | 0.02% |

 X

AYMAN:
- Rank by % m/m (with a $ or downloads threshold) --> We need to determine an appropriate threshold for each of these categories. I want to show apps that aren't necessarily in the top 50 but which are relevant.
- % Total = % Total Billings for All (We can discuss this)

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